

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM784130

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|---|--|--|--|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| D&M Insurance Services d/b/a Don Bullard Insurance | | 01/25/2023 | Limited Liability Company: NORTH CAROLINA |
| RECEIVING PARTY DATA | | | |
| Name: | Acrisure, LLC | | |
| Street Address: | 100 Ottawa Avenue, SW | | |
| City: | Grand Rapids | | |
| State/Country: | MICHIGAN | | |
| Postal Code: | 49503 | | |
| Entity Type: | Limited Liability Company: MICHIGAN | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 5346905 | INSURING COASTAL CAROLINA SINCE 1972, YO | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 7343722940 | | |
| <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i> | | | |
| Phone: | 17343722933 | | |
| Email: | trademarks@varnumlaw.com | | |
| Correspondent Name: | Staci R. DeRegnaucourt | | |
| Address Line 1: | 101 North Main Street, Suite 525 | | |
| Address Line 4: | Ann Arbor, MICHIGAN 48104 | | |
| NAME OF SUBMITTER: | Staci R. DeRegnaucourt | | |
| SIGNATURE: | /Staci R. DeRegnaucourt/ | | |
| DATE SIGNED: | 02/02/2023 | | |
| Total Attachments: 2 | | | |
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| source=Acrisure re Don Bullard Executed Assignment#page2.tif | | | |

CH \$40.00 5346905

TRADEMARK ASSIGNMENT

WHEREAS, D&M Insurance Services d/b/a Don Bullard Insurance, a North Carolina limited liability company, whose address is 4709 Oleander Drive, Wilmington, North Carolina 28403 ("Assignor"), is the recorded owner of the entire right, title and interest in and to the trademark listed on the attached Schedule A (the "Trademark").

WHEREAS, Assignor has agreed to assign and transfer its entire right, title and interest in and to the Trademark, together with all of the goodwill associated therewith and symbolized thereby, including all common law rights associated with the Trademark by virtue of its use in commerce, to Acrisure, LLC, a Michigan limited liability company, whose address is 100 Ottawa Avenue, SW, Grand Rapids, Michigan 49503 ("Assignee").

NOW, THEREFORE, in view of the premises herein and for good and valuable consideration, the receipt of which is hereby acknowledged by Assignor, Assignor does hereby sell, convey, transfer and assign and deliver unto Assignee, its successors and assigns, the entire right, title and interest in and to the Trademark, together with the goodwill associated therewith and symbolized thereby, and in and to any and all renewals thereof, together with all rights to sue and recover for past infringement thereof, to have and to hold forever for the sole and exclusive use and benefit of Assignee.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be executed by a duly authorized officer effective on this 25th day of January 2023.

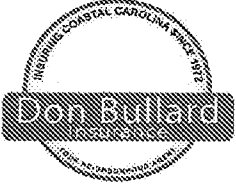
D&M INSURANCE SERVICES
d/b/a DON BULLARD INSURANCE

By: 

Name: JAMES DON BULLARD

Title: PRESIDENT

SCHEDULE A

| Mark | Application / Registration Number | Status | Goods and Services |
|---|---|------------|--|
|  | App 86900525 Reg 5346905 | Registered | INT. CL. 36 INSURANCE BROKERAGE IN THE FIELD OF HOME INSURANCE; INSURANCE BROKERAGE IN THE FIELD OF AUTOMOBILES; INSURANCE BROKERAGE IN THE FIELD OF MARINE VEHICLES; INSURANCE BROKERAGE IN THE FIELD OF BUSINESS; INSURANCE BROKERAGE IN THE FIELD OF FLOOD; INSURANCE BROKERAGE IN THE FIELD OF WIND AND HAIL; INSURANCE BROKERAGE IN THE FIELD OF FIRE |

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